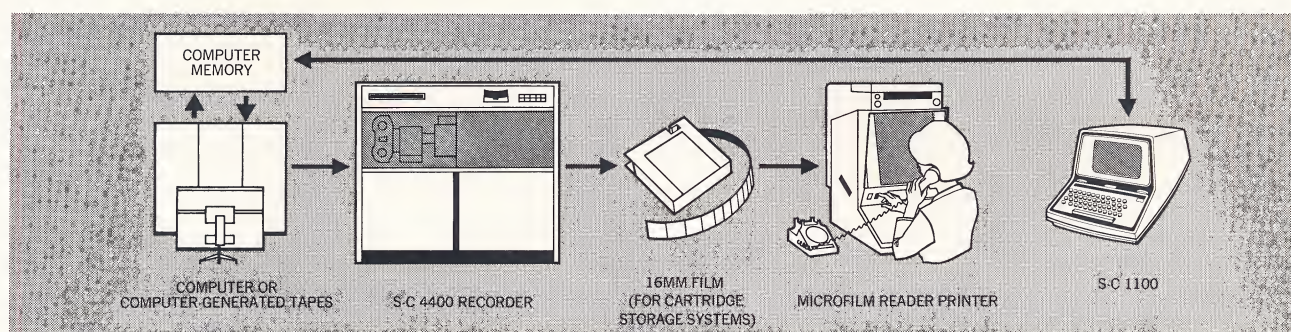


Be the first to install the most practical high speed data storage and retrieval system!



Study the diagram above for a moment—the system it represents can save you thousands of dollars a month by eliminating costly steps in retrieving and adding to stored data.

The elements all exist today. Each piece of hardware has been *proven* in actual operation. Actually, this is a *triple data storage system*.

PART I. For storage of semi-permanent and permanent records, the S-C 4400 Document Recorder converts computer output into ordinary language and records it directly on 16mm or 35mm microfilm.

PART II. Modern microfilm storage and retrieval systems, such as Recordak's MIRACODE system, can retrieve one film record out of a million in 15 seconds and display it on a reader/printer.

PART III. New data entries which

have not yet been recorded on microfilm can be stored in the computer memory. The S-C 1100 Inquiry Display System makes possible instantaneous retrieval and display of data from the computer memory. Operators can also *add* data to the stored record automatically, thus assuring up-to-the-minute accuracy of information. Over 400 of these desk-top units may be used to work with a centralized data system.

Stromberg-Carlson believes this *triple data storage system* is the fastest, most practical in the world for high-speed data handling.

Insurance companies, banks, utilities, airlines or other organizations which must store a large volume of computer-generated data (or add to it) can achieve multiple benefits from this system. These include: increase

of computer efficiency, elimination of costly business forms inventory, paper copies, and magnetic tape (when S-C 4400 is operated on-line with the computer), better budget and inventory control, reduction in external and internal telephoning, manpower savings, greater personnel efficiency and better morale because of faster availability of stored information.

You can have these benefits by adding a triple data storage system to an existing EDP installation. When you install a third generation computer, the system will work equally well with your new equipment.

For details write: Stromberg-Carlson Corporation, Data Products Division, Dept. F-50, Post Office Box 2449, San Diego, California 92112.

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